



FONDAZIONE AZIONE ALTA GAMMA

CREA
—TIVITY
AND
CULT—
URE





Fondazione Altagamma

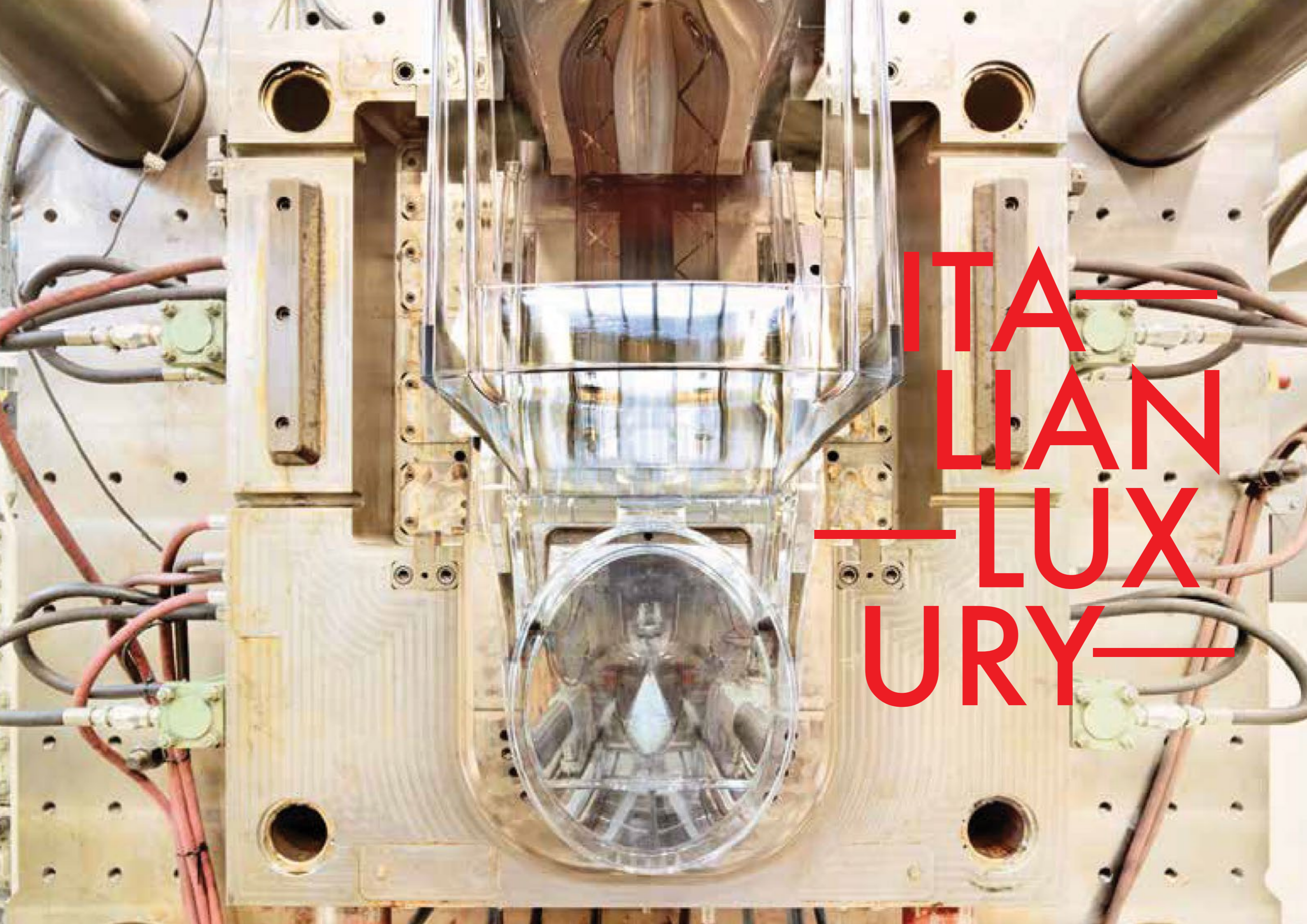
SINCE 1992, ALTAGAMMA GATHERS HIGH-END ITALIAN CULTURAL AND CREATIVE COMPANIES, RECOGNIZED GLOBALLY AS AUTHENTIC AMBASSADORS OF ITALIAN STYLE.

The Altagamma members operate in multiple sectors among which fashion, design, jewellery, food, hospitality, automotive, yachts, and wellness.

The mission of Altagamma is to increase the competitiveness of the high-end industry, contributing to Italy's economic growth.

Its vision, as an ambassador to the world of the Italian lifestyle, is to be a creative and cultural ecosystem that is the most important accelerator of Made in Italy products.

Since 2017 the HEADQUARTERS of Fondazione Altagamma are located in Via Montenapoleone 9, in Milan, a city that has been for decades a catalyst for the development of innovative enterprise throughout Italy.



ITA
LIAN
LUX
URY

01/
THE AESTHETIC VOCATION

Style, Design, An Appreciation for Beauty, Elegance.

02/
ARTISANAL QUALITY

Manual skill, an Eye for detail,
the Passing on of manufacturing expertise,
Creative craftsmanship that is never repetitive.

07/
**OVERALL
QUALITY OF LIFE**

Italians "know how to live",
More relaxed rhythms,
Simple everyday pleasures,
Sense of lightness and authenticity.

08/
CREATIVITY

Flair, Talent, Passion, Curiosity,
Flexibility, Curiosity

04/
**SOCIAL
QUALITIES**

Sense of community spirit,
Family businesses,
Manufacturing districts

03/
**CULTURAL AND
ARTISTIC HERITAGE**

The Relationship with the past,
The importance of roots, Identity,
Sense of belonging to the community.

05/
**RELATIONAL
QUALITIES**

Relational qualities.
The ability to construct
empathic relationships,
Welcoming, Warmth,
Hospitality, Conviviality.

06/
**VARIETY
MULTIPLICITY**

The richness of nature, culture, production.
Variety of cultures, styles, tastes

The 8 Distinctive Features of Italian Quality

THE STYLISTIC AND CREATIVE EXCELLENCE OF ITALIAN LUXURY BRANDS, AND THEIR SUCCESS ACROSS THE WORLD, IS UNDERPINNED BY A SERIES OF QUALITIES THAT ARE TRADITIONALLY ASSOCIATED WITH THE COUNTRY AND THE ITALIAN PEOPLE, AND UNIVERSALLY RECOGNISED ALL OVER THE GLOBE. THIS MEANS THAT, IN ADDITION TO THE SPECIFIC CACHET OF EACH INDIVIDUAL BUSINESS AND BRAND, ITALIAN PRODUCTS ALWAYS POSSESS AN ADDED VALUE THAT DERIVES FROM THE VERY 'ITALIAN-NESS' OF THE BRAND.

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01 / Business Development

THE FOUNDATION CARRIES OUT A BROAD RANGE OF ACTIVITIES TO STRENGTHEN THE COMPETITIVENESS OF BUSINESSES: FROM KNOWLEDGE OF THE MARKETS TO RELATIONS WITH INSTITUTIONS, FROM NETWORKING ACTIVITIES TO THOSE DEDICATED TO SPECIFIC INDUSTRY ISSUES.



STUDIES AND RESEARCH

Altagamma is the global point of reference when it comes to understanding the luxury market. Every year the Foundation carries out 8 research projects together with the most authoritative international partners. Also including high-profile panel sessions, the study presentations have become highly-anticipated events among the media and the business community. The luxury markets are analysed in terms of both supply and demand.

- **ALTAGAMMA WORLDWIDE MARKET MONITOR:**
Worldwide Luxury Consumption, with **BAIN & COMPANY**
- **TRUE GLOBAL LUXURY CONSUMER INSIGHT:**
The global luxury consumer, with **BOSTON CONSULTING GROUP**
- **DIGITAL LUXURY EXPERIENCE:**
The digital behavior of consumers and online performances, with **MCKINSEY & COMPANY**
- **ALTAGAMMA RETAIL EVOLUTION:**
The evolution of luxury retail, with **EXANE BNP PARIBAS**
- **TAX FREE CONSUMPTION IN THE EUROPEAN UNION:**
Tax Free consumption in the European Union, with **GLOBAL BLUE**
- **ALTAGAMMA CONSENSUS:**
Forecasts on luxury market trends, carried out by the Altagamma Foundation
- **BOATING MARKET INSIGHT:**
Global recreational boating market, with **DELOITTE**
- **TOP WINES STUDY:**
Global consumption and growth dynamics for top wines producers, with **EY PARTHENON**
- **ALTAGAMMA DESIGN MARKET MONITOR:**
Worldwide Luxury Design Consumption, with **BAIN & COMPANY**



INSTITUTIONAL RELATIONS

Altgamma represents, protects and promotes the interests of its member companies also through its interaction with both national and international Institutions.

More specifically, these relations focus on the issues of:

- INTELLECTUAL PROPERTY
- INDUSTRIAL POLICY
- COMMERCIAL POLICY AND SELECTIVE DISTRIBUTION
- INTERNATIONAL MARKETS ACCESS
- GOVERNANCE OF THE INTERNET
- TAX REGULATION
- EDUCATION

At a national level Altgamma conducts relations with government institutions and local authorities with regard to issues and legislation relating to the domestic and European market and to industry regulations and training. Outside Europe, Altgamma continues to work with institutions to reduce duties and non-tariff barriers and to combat parallel imports.

ECCIA: Altgamma is a promoter and founding member of the *European Cultural and Creative Industries Alliance (ECCIA)*, the body that represents European luxury businesses which, in addition to Altgamma, is composed of *Comite Colbert* (France), *Walpole* (UK), *Meisterkreis* (Germany) and *Circulo Fortuny* (Spain). On 26 September 2012 the European Commission recognised the cultural and creative value of European luxury

businesses as well the industry's original and far-reaching business model. Such businesses were acknowledged as key contributors to European competitiveness in the world and economic and social growth in Europe.



NETWORKING

The Altagamma Foundation is also a meeting place and forum for its members, resulting in a network of contacts and relations that foster the development of concrete business opportunities. Another distinctive feature of the Foundation is its valuable network of international contacts: the **ALTAGAMMA HONORARY COUNCIL** gathers international partners of Altagamma Companies I and other organizations contributing to promote Italian lifestyle worldwide.

Together with the Italian Companies they create a one-of-a-kind network of more than 200 key players of the luxury industry. The Altagamma Honorary Council also includes the Ambassadors of Italian Excellence, (world famous designers, artists, chefs), the Altagamma Territories, iconic touristic destinations and some of the most important Italian Cultural and Artistic Institutions.



02/Business Culture

THE GROWTH OF COMPETITIVENESS OF THE ITALIAN CULTURAL AND CREATIVE INDUSTRY REQUIRES CONTINUOUS INSIGHTS IN THE AREA OF THE BUSINESS CULTURE. ALTAGAMMA OFFERS ITS SUPPORT TO ENTREPRENEURS, MANAGERS AND WORKERS.

ENTREPRENEURS

Through various forms of counseling and think tanks, Altagamma provides support on these issues and helps business owners, both individually and collectively, to understand the social and economic dynamics of the luxury sector and to refine their business strategies.

MANAGERS

For over a decade Altagamma has worked very closely with SDA Bocconi University to train managers that are able to manage a world of intangible values in a symbolic economy, reconciling innovation with the need to preserve one's identity. The MASTER IN FASHION, EXPERIENCE & DESIGN MANAGEMENT (MAFED), the leading course of its type in the world, and the MASTER IN MANAGEMENT IN FOOD AND BEVERAGE shape professionals that are able to balance general management techniques and skills with the promotion of intangible elements. In September 2015 the MASTER IN ARTS MANAGEMENT AND ADMINISTRATION kick off, in collaboration with several artistic and cultural partners and institutions.

WORKERS

The legacy of artisanal expertise, passed down through the generations, is a gift that Italy has a duty to preserve and promote. Manual expertise is the lifeblood of the Italian luxury industry, a key component in its supply chain. As such, promoting manual labour is one of Altagamma's goals. In this regard, Altagamma is engaged,

together with external consultants and the HR managers of the Altagamma member companies, in mapping the training offering available both internally (through the members' Corporate Academies, which are beacons for the in-house training of technical talents) and externally, at the Italian and European levels, and also

in a project geared towards highlighting and promoting manual work, targeted in particular at adolescents and families. Two initiatives realized in 2019 with the presentation of the book *I TALENTI DEL FARE* and with the TV campaign "MANIfesto".

03/Promotion of the Altagamma System

LUXURY COMPANIES MAKE A SIGNIFICANT CONTRIBUTION TO THE POSITIVE IMAGE OF ITALY AS COUNTRY THAT OFFERS BEAUTIFUL, HIGH QUALITY AND WELL-CRAFTED PRODUCTS, AND ARE FUNDAMENTAL FOR BOTH THE ITALIAN ECONOMY AND SOCIETY IN GENERAL.

	Luxury	Other segments	
Contribution to employment* (average number of employees per company)	113	12	Greater contribution to employment
Investment (relationship between investments and turnover)	14%	-0,4%	Greater inclination towards investment and growth
Contribution to export (percentage of turnover generated overseas)	53%	35%	Greater tendency to export
Tax contribution (average value of taxes paid)	1,1 billions of €	€ 23.000	Greater tax revenues

* *The Italian luxury sector employs around 400.000 people, directly and indirectly. Source: The Altagamma Foundation / SDA Bocconi, on 2016 data

I TALENTI DEL FARE

The book entitled **I TALENTI DEL FARE** is the fruit of a project created by Altagamma's HR working group and geared towards the enhancement, promotion and innovation, in both technical and professional terms, of the wealth of manufacturing expertise upon which Italian businesses can draw. This heritage has been built up over thousands of years of development of the country's artisanal, artistic and industrial traditions, and is today taking on the challenges posed by new technologies.

The book – presented to the media, institutions and the main stakeholders in May – addresses what is a crucial issue for Altagamma companies, and one that is of great social and economic significance for Italy as a whole: the lack of a skilled labour force. This is a major challenge that

Italian cultural and creative companies will have to deal with over the coming years. The discrepancy is estimated at 236,000 professionals by 2023. Introduced by the Italian Minister of Cultural Heritage and Activities, Alberto Bonisoli, the book opens by setting the scene vis-à-vis the future of Italy's craft sector, with an analysis of the dearth of specialist manpower. Subsequent chapters focus on the virtuous examples provided by numerous Corporate Academies set up by Altagamma companies, and also highlight the 76 technical and professional schools scattered across Italy with which the Foundation's companies collaborate. Showcased alongside the book was the **"MANifesto"** campaign, a 30-second advert to raise awareness on this issue, made for Altagamma by Discovery Italia.

I TALENTI
DEL FARE



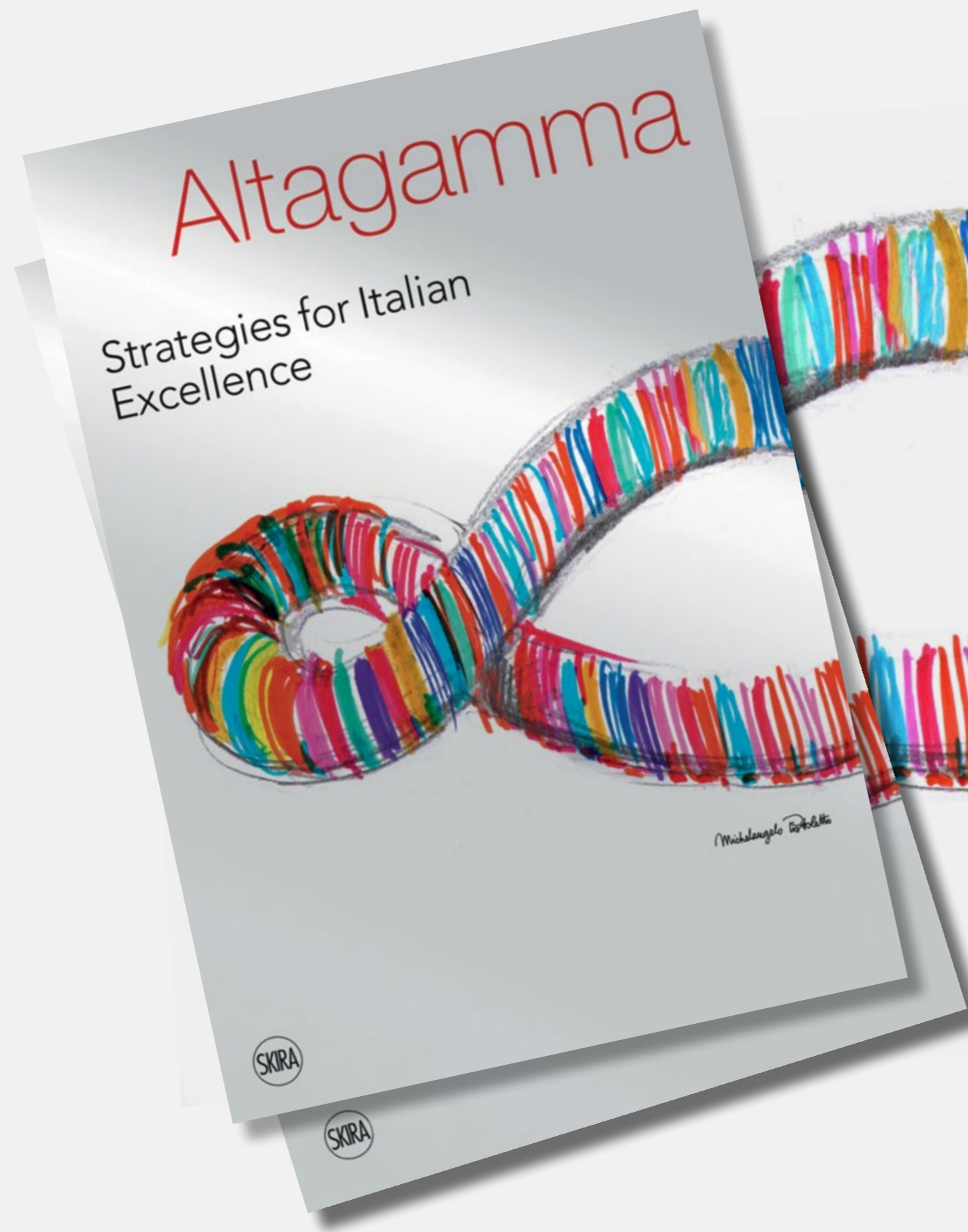


THE FUTURE TRENDS ON DESIGN AND CREATIVITY

In a rapidly evolving world, NEXT DESIGN PERSPECTIVES intends to take a look into the future. It considers world trends in creativity and design – the latter intended in a broad sense as the culture of design applied to different fields of thought and industry – and their impact on consumption, lifestyles and the business models of cultural and creative companies, analyzed by international speakers involved in a wide range of fields, including innovative designers, bio-manufacturing experts, researchers, scientists and artists.

The first edition of NEXT Design Perspectives was held in 2018 at La Triennale di Milano. In 2019 it will take place at Gucci Hub. The dialogues taking place during the course of the day are sparked by the results of a research conducted by international trend forecasting experts. Conceived by Altgamma, in collaboration with ICE – Italian Trade Agency and Fiera Milano, with the contribution of Regione Lombardia and the patronage of Comune di Milano.

www.nextdesignperspectives.com



ALTAGAMMA. STRATEGIES FOR ITALIAN EXCELLENCE

In order to contribute in increasing the competitiveness of Italian Cultural and Creative Industry, Altagamma published the book *Altagamma. Strategies for Italian Excellence*, that was presented and discussed on May 30th at the Italian Parliament

The book is a collection of valuable articles by Italian and international contributors, protagonists and experts of the high-end industry, and it advances Altagamma's

strategic proposal to further promote the excellence of Italian industry, not only a high-performing industry but also a cultural ambassador of the Country worldwide.

The book is widely promoted amongst Italian and international Institutions, associations, entrepreneurs and stakeholders: all those parties who, in various ways, have an active role in the promotion of Italy and its image worldwide.



25 YEARS OF ITALIAN EXCELLENCE

In 2017 Altagamma celebrated its 25^o anniversary, moving its offices in the very centre of the city and renewing its image identity, with the new logo and the claim "Italian Creativity and Culture".

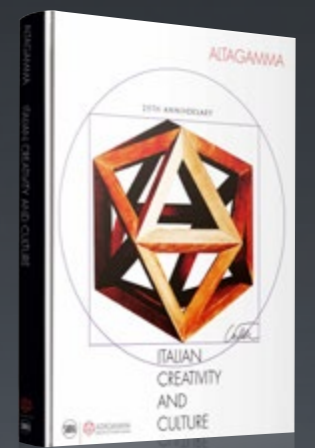
In September the "Culture and Creativity" photographic exhibition in Via Montenapoleone gave a glimpse into traditional craftsmanship, aesthetic and product innovation, the relationship with the territories and Italian lifestyle. Twenty iconic images of the Altagamma Brands composed a multifaceted mosaic on the Italian Cultural and Creativity Industry and showed the different souls of Altagamma.

In the same days, the video mapping project *From the Workshop to the Showcase, the Cinema of Arts&Crafts* took place: the buildings along Via Montenapoleone turned into giant projection walls on which each night the stories of the Arts and Crafts that have made, and still make, the history of Italy's world-class manufacturing came to life. The project was part of the MILANO XL program, promoted by the Ministry of Economic Development.

ALTAGAMMA. ITALIAN CREATIVITY AND CULTURE

Italy's high-end companies have a time-honoured elective affinity and a virtuous relationship with the country's artistic and cultural heritage: they are inspired by it, they perpetuate it with products that have high levels of cultural content and they support it with targeted initiatives. Celebrating its first 25 years, with this book the Altagamma Foundation is encapsulating

the various projects with which its member companies continually reinforce their links with Italy's cultural and artistic patrimony. Art collections, patronage, sponsorships, corporate museums and master craftsmanship: Italian Creativity and Culture offers a snapshot of the extraordinary collective contribution that the Altagamma members have made to the country's cultural richness.





ALTAGAMMA ITALIAN EXPERIENCES

ALTAGAMMA ITALIAN EXPERIENCES

Tourism is a pivotal asset for Italy, both in economic and symbolic terms. In order to contribute to enhance high-end international tourism, in 2107 the Foundation launched the Altagamma Italian Experiences, offering exclusive behind-the-scenes access to major Italian brands. The Experiences aim to present the Italian brands as tourist destinations in their own right, being these brands recognized worldwide

as icons of excellence, creativity, craftsmanship and customer service. The exclusive experiences connected with the Altagamma companies include: visits to ateliers, design houses, workshops, company headquarters, wine-tasting at world-renowned canteens, meetings with entrepreneurs and owners.

www.altagammaitalianexperiences.com



PANORAMA: AN IMMERSION INTO THE ITALIAN BEAUTY

In occasion of EXPO2015, Altagamma gave birth to Panorama, a 360° video-installation, located in the innovative Piazza Gae Aulenti in Milan, that narrates Italian uniqueness in 15 minutes. Panorama is an extraordinary story of beauty and Italian excellence: highlighting the strong link between nature, culture and craftsmanship,

it shows how Italian excellence is well established in the savoir-faire and cultural heritage that Italy has created over 3000 years of history.

In 2016 Panorama moved to New York, in Grand Central Terminal, and then to Shanghai, during the local edition of Salone del Mobile Milano.

www.panoramaitaly.org



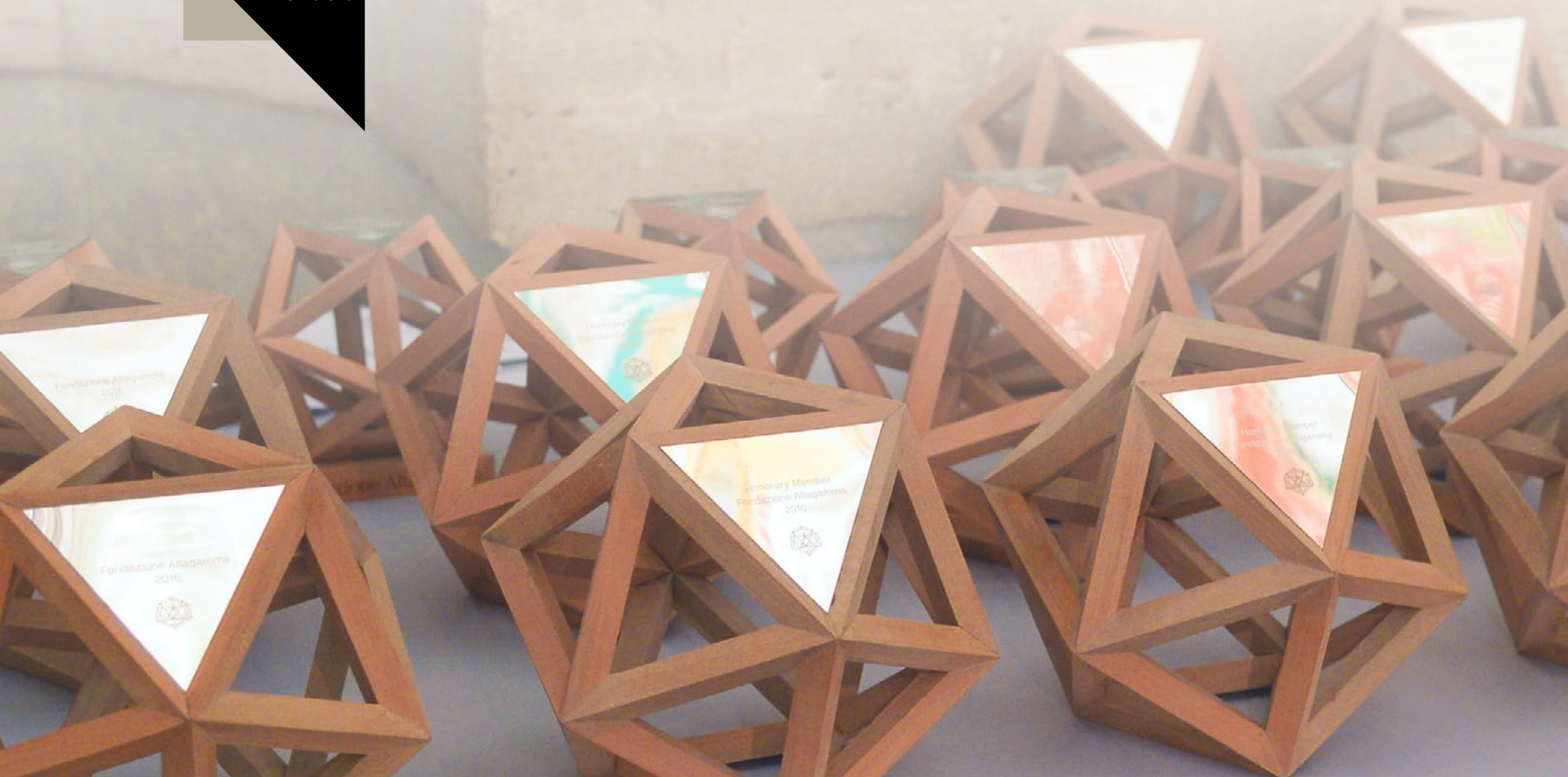
**GIOVANI
IMPRESE
ALTAGAMMA**

Believing
in the Future

BELIEVING IN THE FUTURE

Consistently with the mission of increasing the competitiveness of the Italian Cultural and Creative Industry contributing to Italy's economic and social growth, Altagamma launched the Emerging Brands Award -Believing in the future in 2015, aimed to support emerging Italian companies in the fashion, jewellery, design, hotel, food&beverage and automotive sectors, as well as digital businesses that operate in these areas.

The Award was organised in association with Borsa Italiana and SDA Bocconi. Each selected company is granted an annual free membership in Fondazione Altagamma, with also the possibility to establish a mentorship with one of the Member Companies. Borsa Italiana provides a training course and the access to the ELITE program, as auditor. SDA Bocconi will offer an executive management training day.





Università
Cagliari

OSSERVATORIO
ALTAGAMMA 2013

Milano e le eccellenze creative

OSSERVATORIO ALTAGAMMA 2013

— REC
ENT —
ACTI
VITI
ES —

Milano
«Cultura della Creatività»

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2015 NAUTICA ITALIANA ASSOCIATION

The best of Italian Nautical sector was gathered in a new association, Nautica Italiana, affiliated with Altagamma and sharing the same positioning and the specific focus on the international markets. The association NAUTICA ITALIANA aims to bring together top firms from the entire sector to draw up a strategy for the development of the nautical industry. In May 2017 the first edition of the Versilia Yachting Rendez Vous took place in Viareggio. A new international event dedicated to the high end yachting and lifestyle industry.



2013 LARTE

A perfect example of an inter-industry synergy and the fusion of the creative industry with the world of art and culture, LARTE is a concept restaurant developed at Altagamma and located in the centre of Milan where each detail is inspired by the crème de la crème of the Italian lifestyle.

Under the creative direction of Davide Rampello, Larte is, at the same time, a cafe, chocolate shop, a 'hosteria' – in the original sense of a place "that hosts people" - a restaurant and gallery.



2009 "BELLA E POSSIBILE" (SKIRA)

In 2009 Altagamma embarked on a project to promote the image of Italy in the world, leading to the publication of the book "Bella e Possibile" (Beautiful and Possible) by Skira. A study group made up of qualified professionals from different fields analysed the perception of Italy's image overseas, examining its strengths and weaknesses, and suggesting guidelines for the effective promotion of the Italy "brand".

2012 MOSTRA ALTAGAMMA ITALIAN CONTEMPORARY EXCELLENCE

To mark its twenty-year anniversary, Altagamma developed a joint representation of the values and symbols that characterise Italian luxury using a high-impact format of great cultural value. Altagamma Italian Contemporary Excellence is a collection of snapshots taken by ten young Italian photo journalists, coordinated by the Contrasto agency, whose impartial and non-didactic perspectives were entrusted with the task of providing us with an original vision of Italian excellence.

The photos create a unique mosaic that promotes the "beautiful, high quality and well-crafted" products of Italian luxury businesses. Coordinated by Cristina Morozzi, the project produced a photo book, published by Rizzoli and Rizzoli International, and also inspired a travelling exhibition, which opened at the Triennale di Milano in December 2012 and continued at the Shanghai Italian Center from 29 April 2013.

2011 IL SUCCESSO NELLE MANI

The Altagamma Foundation is involved in a project to promote manual labour, "The Success in Your Hand". Aimed particularly at lower secondary school students and their parents, the project seeks to encourage them to consider pursuing a technical/professional career. In association with the Milan Centro Sperimentale di Cinematografia, a film was made to illustrate and promote manual work with the

aim of encouraging children to pursue this path. The film includes appearances by a series of Altagamma entrepreneurs (Gianmaria Buccellati, Vittorio Moretti, Ottavio Missoni, Carlo Riva) and other talented professionals from other companies (Paolo Dazzara of illycaffè, Clemente Olivadoti of Bulgari, Federica Giorgi of Gucci, Francesco Rodriguez of Flos) whose success has been built on manual expertise.



ALTA —
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STRUCTURE

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Past President

Andrea Illy

Funder Chairman

Santo Versace

Honorary Chairman

Leonardo Ferragamo

Vice Chairman

Sabina Belli
Stefano Domenicali
Giovanni Geddes da Filicaja
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Paolo Zegna

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Carmen Moretti
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Giuseppe Prezioso
Aurelio Regina
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Giovanni Tamburi
Giovanna Vitelli
Maurizio Zanella

General Manager

Stefania Lazzaroni

Events & special projects

Elena Besana

Events

Ilaria Confalonieri

Communication & Press Office

Edoardo Carloni

Executive Assistant

Sonia Sbolzani





ALTAGAMMA MEMBERSHIP

The Altagamma **MEMBERS** are businesses positioned at the highest end of the market that provide products or services for people or for the home with a recognised brand at an international level. Their business management and products represent the epitome of the Italian culture and style. The Altagamma **PARTNERS** are Italian and international businesses or people that have a close relationship with the luxury industry, that share in the principles and goals of the Altagamma Foundation, supporting it in a concrete manner and actively participating in all of its activities or in specific projects. Membership fees are established according to turnover. New Altagamma businesses are co-opted into the Foundation following recommendations by two or more members and a subsequent vote by the Board of Directors and during the General Assembly Meeting.

Tangible and intangible **ADVANTAGES** of membership:

- Members belong to an elite group of Italian luxury businesses.
- Support, on an individual basis, in various areas: tax regulations, industrial property, selective distribution, Internet governance, access to markets.
- Access to the most authoritative studies on the industry via the reserved area of the website. Business support for associate companies by representing their interests to the competent authorities
- Identification of specific business opportunities. International networking with Honorary Members and ECCIA
- Relations with entrepreneurs and top managers from the Italian and international luxury sector with group and individual meetings.
- Periodic meetings of industry work groups.
- Periodic meetings to define collective communications projects and co-marketing opportunities between individual businesses.
- Access to a daily national and international press review of the luxury industry.
- Participation in meetings of the Strategic Council. Speaker opportunities at Altagamma events Visibility through the Foundation's events and communication activities.

HONORARY MEMBERS

INTERNATIONALS

Al Ostoura, Kuwait
Al Rubaiyat, Arabia Saudita
Al Tayer Group, EAU
American Express Company, USA
Babochka, Russia
Banyan Tree Group, Singapore
Barneys New York, USA
Bergdorf Goodman, USA
Beymen, Turchia
Bloomingdale's, USA
Bosco Di Ciliegi, Russia
Brunschwig, Svizzera
Carluccio's, GB
Carouzos, Grecia
Central Department Store, Tailandia
Central Saint Martins College, GB
Chalhoub Group, EAU
Cii, India
Cinmar Lighting, EAU
Club 21, Singapore
Condé Nast International, GB
Condé Nast Publications, USA
Condé Nast Verlag, Germania
Daimaru, Giappone
David Jones, Australia
Deloudis, Grecia
El Corte Ingles, Spagna
Euro Food, GB
Fashion Club 70, Belgio
Ficci, India
Gruppo Ristoratori Italiani, USA
Hang Lung Group, Hong Kong
Harrods, GB
Harry Rosen, Canada
Harvey Nichols, GB
Hearst Magazines, USA
Hindustan Times, India
House Of Fraser, GB
Iguatemi, Brasile
Imaco, Russia
Imaginex Holdings, Hong Kong
Inform Interiors, Canada
Interdesign, Cile
Interior Design Magazine, USA
Isetan, Giappone
Jamilco Zao, Russia
Jhsf, Brasile
Kadewe, Germania
Kafea, Grecia
Kenzo Tange Associates, Giappone
Kurt Geiger, GB
La Galerie Semaan, Libano
Le Bon Marché, Francia
Li&fung, Hong Kong
Lotte Dept. Store, Corea Del Sud
Louis Boston, USA
Lumina Aydinlatma, Turchia
Luminaire, USA
Mafatlal Luxury, India
Mahagaya Perdana, Indonesia
Zubin Mehta
Melium, Malesia
Mercury Distribution, Russia
Meubles et fonctions, Francia
Ministry of Commerce and Industry, India
Mitchells/Richards, USA
Mitsui, Giappone
Mitsukoshi, Giappone
Mohit Diamonds, India
MoMA, USA
Neiman Marcus, USA
Nordstrom, USA
Ogaan Publications, India
Oger, Olanda
Paris Gallery, EAU
Peek & Cloppenburg, Germania
Printemps, Francia
Rainbow Group, Macao
Rsh, Singapore
Royal College of Art, GB

Rustan Group, Filippine
Saks Fifth Avenue, USA
Sanki Shoji, Giappone
Santa Eulalia, Spagna
Sanyo Shokai, Giappone
Sarika Rodrik, Cile
Selfridges, GB
Space Furniture, Australia
Sun Motoyama, Giappone
Takashimaya, Giappone
Tate Modern, GB
Tange, Giappone
The Hour Glass, Singapore
The Link, Singapore
The Oberoi Group, India
The Wadia Group, India
Tianhong, Cina
Tony Salame Group, Libano
UAE Trading Establishment, EAU
Verve, India
Villa Moda, Kuwait
Visa International, USA
Wallpaper*, GB
Weinland Ariane Abayan, Germania
Yamagiwa, Giappone

ITALIAN AMBASSADORS

Eleonora Abbagnato
Massimiliano Alajmo
Paola Antonelli
Piero Bassetti
Mario Bellini
Andrea Berton
Andrea Bocelli
Michele Bonan
Massimo Bottura
Francesco Cerea
Antonio Citterio
Claudio Costamagna
Carlo Cracco

Michele De Lucchi
Ludovico Einaudi
Massimiliano Fuksas
Giorgetto Giugiaro
Ferruccio Laviani
Piero Lissoni
Alessandro Mendini
Mauro Micheli
Norbert Niederkofler
Davide Oldani
Mario Pedol
Fulvio Pierangelini
Michelangelo Pistoletto
Lucrezia Reichlin
Stefano Righini
Niko Romito
Nadia Santini
Davide Scabin
Giovanni Zuccon

ALTAGAMMA TERRITORIES

MonteNapoleone District
Cortina
Consorzio Costa Smeralda
Fondazione Capri

CULTURAL INSTITUTIONS

Associazione Dimore Storiche d'Italia
Gallerie degli Uffizi
La Biennale di Venezia
La Triennale di Milano
MART
MAXXI
Fondazione Palazzo Strozzi
Pinacoteca di Brera
Politecnico di Milano
Teatro alla Scala
Università Bocconi

MEMBERS

FASHION

Agnona
 Alberta Ferretti
 Bottega Veneta
 Brioni
 Brunello Cucinelli
 Corneliani
 Emilio Pucci
 Ermenegildo Zegna
 Etro
 Fedeli
 Fendi
 Gucci
 Herno
 Isaia
 Kiton
 Loro Piana
 Max Mara
 Missoni
 Moncler
 Piacenza Cashmere
 Prada
 René Caovilla
 Salvatore Ferragamo
 Sergio Rossi
 Stone Island
 Tod's
 Valentino
 Versace

DESIGN FURNITURE

Alessi
 Alias
 Artemide
 B&B Italia
 Bisazza
 Boffi
 Davide Groppi
 Driade
 Fantini
 FontanaArte
 Giorgetti
 Kartell
 Living Divani
 Moroso
 Poltrona Frau
 Porro
 Riva1920
 Valcucine
 Zanotta

FOOD & BEVERAGE

Agrimontana
 Allegrini
 Baratti & Milano
 Bellavista
 Ca' del Bosco
 Calvisius Caviar
 Campari
 Domori
 Ferrari Trento
 Feudi di San Gregorio
 Frescobaldi
 illycaffè
 Livio Felluga
 Masi
 Mastrojanni
 Nonino
 Ornellaia
 S.Pellegrino
 Segnana
 Tenuta Luce

HOSPITALITY

L'Albereta
 L'Andana
 Bauer Hotel
 Bellevue Syrene
 Belmond Hotel Splendido
 Capri Palace Hotel & Spa
 Cristallo Resort & Spa
 Hotel de Russie
 Hotel Principe di Savoia
 Lungarno Collection
 Masseria San Domenico
 San Maurizio 1619
 Verdura Resort
 Villa d'Este

AUTOMOTIVE

Alfa Romeo
 Dainese
 Ducati
 Ferrari
 Lamborghini
 Maserati
 Pagani Automobili

YACHTS

Amico&Co
 Arcadia Yachts
 Baglietto
 Benetti
 Cantiere Delle Marche
 Cantieri Navali del Mediterraneo
 Perini Navi
 Riva

HARD LUXURY

Buccellati
 Bvlgari
 Chantecler
 Pomellato
 Vhernier

OTHERS

Acqua Di Parma
 Aurora
 Davines
 Manifatture Sigaro Toscano
 Skira
 Technogym

PARTNERS

Accenture
 Bain & Company
 Borsa Italiana

Boston Consulting Group
 Contactlab
 Edelman
 EY
 Fiera Milano
 Forter

Global Blue
 J.P. Morgan
 Key2people

McArthurGlen
 McKinsey&Company
 Pirelli

Rinascente
 SDA Bocconi
 SIB - Società Italiana Brevetti

Tamburi Investment Partners
 Value Retail
 Yoox Net-A-Porter Group



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